

App. No. 10/063,990

In the Claims:

1-16 (cancelled)

17. (new) A system comprising, having a user requesting directory assistance, having said system use this request to select advertisement from an advertising database, retrieving said advertisement and playing said advertisement for said user.
- 18.(new) A system of the type claimed in claim 17 further characterized in that the selection criteria is based on Standard Industry Codes.
19. (new) A system of the type claimed in claim 17 further characterized in that the selection criteria is based on the User's geographical location.
20. (new) A system of the type claimed in claim 17 further characterized in that the selection criteria is based on the User's phone number.
21. (new) A system of the type claimed in claim 17 further characterized in that advertisements are stored in a memory means.
22. (new) A system of the type claimed in claim 17 further characterized in that user is requesting toll services.
23. (new) A system comprising, having a user requesting directory assistance for a selected number, having said system use this request to select advertisement from an advertising database, retrieving said advertisement and playing said advertisement for said user, asking said user if they want to be connected to the company in said advertisement, if said user agrees connecting said user to said company, if said user does not agree connect said user their selected number.

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24.(new) A system of the type claimed in claim 23 further characterized in that the selection criteria is based on Standard Industry Codes.

25. (new) A system of the type claimed in claim 23 further characterized in that the selection criteria is based on the User's geographical location.

26. (new) A system of the type claimed in claim 23 further characterized in that the selection criteria is based on the User's phone number.

27. (new) A system of the type claimed in claim 23 further characterized in that advertisements are stored in a memory means.

28. (new) A system of the type claimed in claim 23 further characterized in that user is requesting toll services.

29. A system comprising; A telephone network connecting a user with the system; Said system having a processing means and a memory means; Said memory means containing a plurality of advertisements; having a user requesting directory assistance for a selected number, having said system use this request and the location of the user to have said processing means select an advertisement from an advertising database, retrieving said advertisement and playing said advertisement for said user, asking said user if they want to be connected to the company in said advertisement, if said user agrees connecting said user to said company, if said user does not agree connect said user their selected number.

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30.(new) A system of the type claimed in claim 29 further characterized in that the selection criteria is based on Standard Industry Codes.

31. (new) A system of the type claimed in claim 29 further characterized in that the selection criteria is based on the User's phone number.

32. (new) A system of the type claimed in claim 29 further characterized in that advertisements are stored in a memory means.

33. (new) A system of the type claimed in claim 29 further characterized in that user is requesting toll services.